

We claim:

1. Marketing apparatus including:  
a surface, and  
a light source directed at the surface, the light source configured to  
5 intermittently project a pattern onto the surface, in use, the pattern being  
perceived primarily subliminally by a viewer.
2. Apparatus according to Claim 1, wherein the pattern includes a  
representation of a human face.
3. Apparatus according to Claim 2, wherein the pattern represents a  
smiling mouth and eyes.
4. Apparatus according to Claim 1, wherein the frequency at which  
the light source is turned on and off to intermittently project the pattern is  
in the range of 60 to 120 beats per minute.
5. Apparatus according to Claim 4, wherein the frequency is 70 beats  
per minute.
6. Apparatus according to Claim 1, wherein the light source emits a  
light of a single colour (e.g. white).
7. Apparatus according to Claim 1, wherein the light source emits  
multi-coloured light.
8. Apparatus according to Claim 1, wherein the pattern is formed  
using an array of bulbs or LEDs.

9. Apparatus according to Claim 1, wherein distance between the light source and the surface is in the range of about 1 to 4 metres.
10. Apparatus according to Claim 1, wherein the light pattern reflected on the surface is not in focus to a viewer.
11. Apparatus according to Claim 1, wherein the surface includes an advertisement.
12. An installation incorporating a marketing apparatus according to Claim 1.
13. Marketing apparatus including a light source configured to intermittently project a pattern such that the pattern is perceived primarily subliminally by a viewer.
14. A method of transmitting a "subliminal" advertising message including a step of intermittently projecting a light pattern, in use, the pattern being perceived primarily subliminally by a viewer.
15. A method according to Claim 14, wherein the light pattern is reflected on a surface.